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# 0-0-1-3

# Developing A

# Responsible Drinking

# Culture

O-O-1-1



Zero Drinks if  
you are Under 21!

Zero DUIs!

1 Drink  
per hour, MAX!

3 Drinks in one  
Night, MAX!



# Why Are We Here?

- **Personal Responsibility**
  - Zero tolerance for underage drinking
  - Zero tolerance for DUIs
  - Zero tolerance for irresponsible behavior
- **Developing the “Wingman” Culture**
- **Becoming a part of the Airman Culture**



# Not Why We Are Here

- **Prohibition**
- **New and creative forms of punishment**
- **Hand-holding**



# What 0-0-1-3 Is Not

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- **NOT solely an anti-DUI program**
  - Alcohol factors in all types of adverse effects
  - Most do not involve a vehicle
  
- **NOT a media campaign**
  - Nat'l research shows message-only programs fail
  - 0-0-1-3 is one slogan / component



# What 0-0-1-3 Is Not

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- **NOT a moral campaign**
  - This is a public health crisis
  - Translates into a readiness / public image problem
  
- **NOT a quick fix**
  - Commanders must understand national research
  - If turned over to Community Action Information Board (CAIB) / Alcohol and Drug Abuse Prevention and Treatment (ADAPT) Program alone, it will fail



# Why This Issue

- US Surgeon General: national health crisis
- Heavy drinking now starts as early as age 9
- We represent Society
  - Most recruits have years of drinking behind them
- Irresponsible behavior ruins lives and careers
- Subsequent discipline hurts readiness

**IRRESPONSIBLE DRINKING = CLEAR & PRESENT  
DANGER**



# Why Do You Drink?

## The ultimate stress reliever??

- How much stress are you relieving by having a bender every Friday night?
  - Put more restrictions on your own time
    - Loose time that you are intoxicated
    - Lower productivity for 24-48 hours after binging
  - Scientifically proven that you mentally loose an entire academic grade level with regular drinking
    - Study harder / longer
  - Changes brain development (formative development through age 22)
  - Slowed motor skills
  - Reduced physical fitness-More PT to stay in shape



# Why This Issue

- Annually alcohol is a key factor in:
  - Traffic Fatalities 40%
  - Assaults 72%
  - Suicides 35-80%
  - Sexual Assaults 52-90%
  - Murders 50-76%
  - Spouse or Child Abuse 50-65%
  - Drowning 69%

Derived from multiple sources

**FIGHTING BAC!**

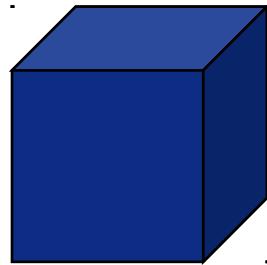


# The Effect of Alcohol

- **Accounts for 50% of deaths for 18-24 year-olds / #1 Killer**
- **Binge Drinkers: Up to 10 Times More Likely to**
  - **Be a victim or aggressor in physical or sexual assault**
  - **Experience serious accidental injury**
  - **Get into trouble with police**
  - **Engage in dangerous driving**
  - **Have unprotected & unplanned sex**
  - **Damage property**



# The Effect of Alcohol





# Norms

## WHAT IS A DRINK?



ONE 12 OZ. BEER  
AT 4% ALCOHOL  
( LOOK AT THE LABEL )



ONE 1.5 OZ. SHOT OF  
HARD LIQUOR AT 40%  
ALCOHOL OR 80 PROOF



ONE 5 OZ.  
GLASS OF WINE  
AT 11% ALCOHOL



# College Norms

## ■ College Drinking

- National data on alcohol and college students:
  - **81% of college students use alcohol**
  - **43% are binge drinkers**
    - 5 or more drinks in one sitting at least once in past two weeks
  - **21% are frequent binge drinkers**
    - 5 or more drinks in one sitting at least three times in past two weeks
  - **31% meet criteria for a substance abuse diagnosis**



# Norms

## ■ Binge Drinking

- How many drinks do you think is Binge Drinking?
- How many drinks makes you...
  - Impaired?
  - Intoxicated?
  - A binge drinker?



# 0-0-1-3 is a Norm

- Why 0-0-1-3
  - “0-0”: Just restates the law
  - “1”: Liver can only process 1 drink / hour
  - “3”: Targets binge drinking
    - Binging is most dangerous form of abuse
    - 10X increase in negative consequences
    - Most research starts binging threshold at 4 drinks

**KEEP BAC < .05**



# The B.A.C

- 0.03% 1 drink/hr: relaxed, feeling of exhilaration
- 0.05% **Legally impaired in some states to operate vehicles or machinery**
- 0.06% 1-2 drinks/hr: feeling of warmth & relaxation, decrease of fine motor skills
- 0.08% **Legally intoxicated**
- 0.09% 2-3 drinks/hr: slow reaction time, poor muscle control, slurred speech, wobbly
- 0.12% 2-4 drinks/hr: clouded judgment, lessened inhibitions & self-restraint, impaired reasoning, well over legal limit
  - **Beginning of trend toward more serious negative consequences**



# The B.A.C

- **0.15%** 3-5 drinks/hr: blurred vision, speech unclear, unsteady walking, impaired coordination, possible blackout
- **0.18%** 5-8 drinks/hr: behavior is totally impaired, trouble staying awake, numb
- **0.30%** 8-13 drinks/hr: stupor or deep sleep
- **0.40%** 11-15 drinks/hr: coma, probable death
- **0.50%** 14-18 drinks/hr: death

**Still want to join the 21 shot club on your birthday?**



# Why Should I Care?

- First and foremost:  
**UNDERAGE DRINKING IS ILLEGAL  
AND  
IRRESPONSIBLE DRINKING IS STUPID**
- Punishment can and will effect active duty record
  - Restriction from jobs
    - PRP
    - FLY
    - Top Secret SCI
- Training is not the only place alcohol use is restricted so get used to it!



# What Was That?

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- **Training is not the only place alcohol use is restricted so get used to it!**
  - **Restricted within 12 hours and during aircrew and PRP duties**
  - **Prohibited in many deployed locations**
    - **Along with many other comforts**
  - **Prohibited while on stand-by**



# Here's The Program

## INDIVIDUAL LEVEL

- Pre-Screening Education
- Treatment     • Discipline

## BASE LEVEL

- Awareness
- Education
- Prevention
- Intervention

RESPONSIBLE  
DRINKING  
CULTURE

Integrated  
3-Pronged  
Approach

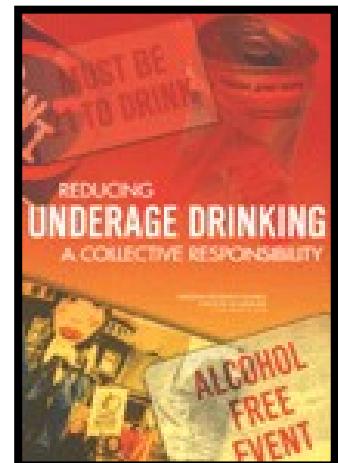
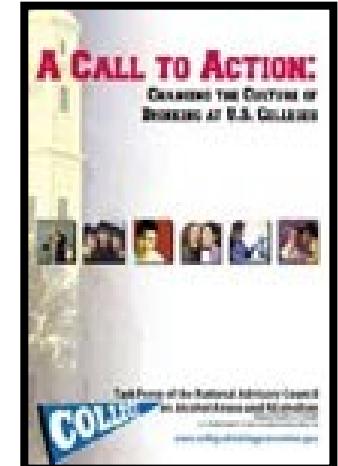
## COMMUNITY LEVEL

- Collaboration
- Responsible Alcohol Service
- Disciplinary



# The Science Behind the Program

- National Institute of Alcohol Abuse and Alcoholism, “A Call to Action: Changing the Culture of Drinking at US Colleges”, 2002
- Institute of Medicine, “Reducing Underage Drinking: A Collective Responsibility”, 2003



**CROSSROADS: A RESPONSIBILITY TO ACT --  
AN OPPORTUNITY TO LEAD**



# Individual Level

- **PRE-SCREEN** troops
  - Nationally recognized Alcohol Use Disorder Identification Tool (AUDIT) given at FTAC / Right Start
  - Same tests used in colleges, USAFA, Sheppard, Misawa
  - Identifies those w/problems or disposition to alcohol misuse
- **TREATMENT** for serious alcohol abusers
  - ADAPT tailored plans
- **EDUCATION** for anyone else who screened high
  - Six-hour ADAPT class on coping, dangers, etc.
  - NOTE: ADAPT failure rate ~ 10%
  - NOTE: Treatment / education also part of response to an actual alcohol related incident
- **DISCIPLINE** w/ swift, public response to criminal behavior may include summary courts or public NJP



# A Little Bit of Responsibility

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- **Thinking about whether you will drink, what you will drink before the party**
- **Being 21 or older**
- **Eating a meal before drinking**
- **Abstaining is the safest choice**
- **Drinking no more than one drink per hour; maximum 3 for women, 4 for men**
- **Always knowing what you are drinking**
- **Alternating alcohol-free drinks throughout the evening**
- **Knowing how you will get home safely before you go out**

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# A Little Bit of Irresponsibility

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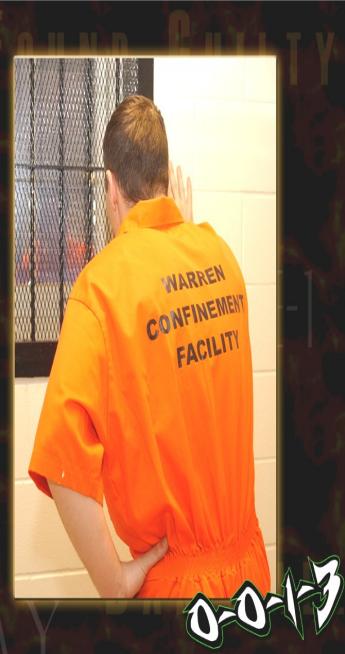
- Not being of legal age to drink alcohol
- Chugging, drinking games, shots (drinking anything out of a punch bowl, trough, hose, or funnel)
- Drinking to get drunk (intoxicated)
- Driving after drinking or riding with someone under the influence
- Drinking too much or too fast on an empty stomach
- Going to parties where people drink too much
- Not knowing what is in your glass or leaving it unattended
- Mixing alcohol with any medications or illegal drugs

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BAD CALL  
0-0-13

DRANK 'TILL 2  
at buddy's pad  
  
Made out with  
SOME CHICK  
SOME  
STOPPED  
at the Front Gate  
  
DUI  
DUI  
with a BAC .11  
  
BAD  
CALL  
0-0-13



FOUND GUILTY  
of DUI and Rape  
  
Received  
REDUCTION TO E-1  
  
FORFEITURE OF PAY  
and Allowances  
PAY  
DISHONORABLE  
DISCHARGE  
  
BAD CALL



BAD CALL  
0-0-13

she was there when  
YOU ENLISTED

she's pinned on  
YOUR STRIPES  
STRIPES

she's got so much  
INVESTED  
INVESTED

how do you tell her  
You JUST  
THREW  
IT AWAY

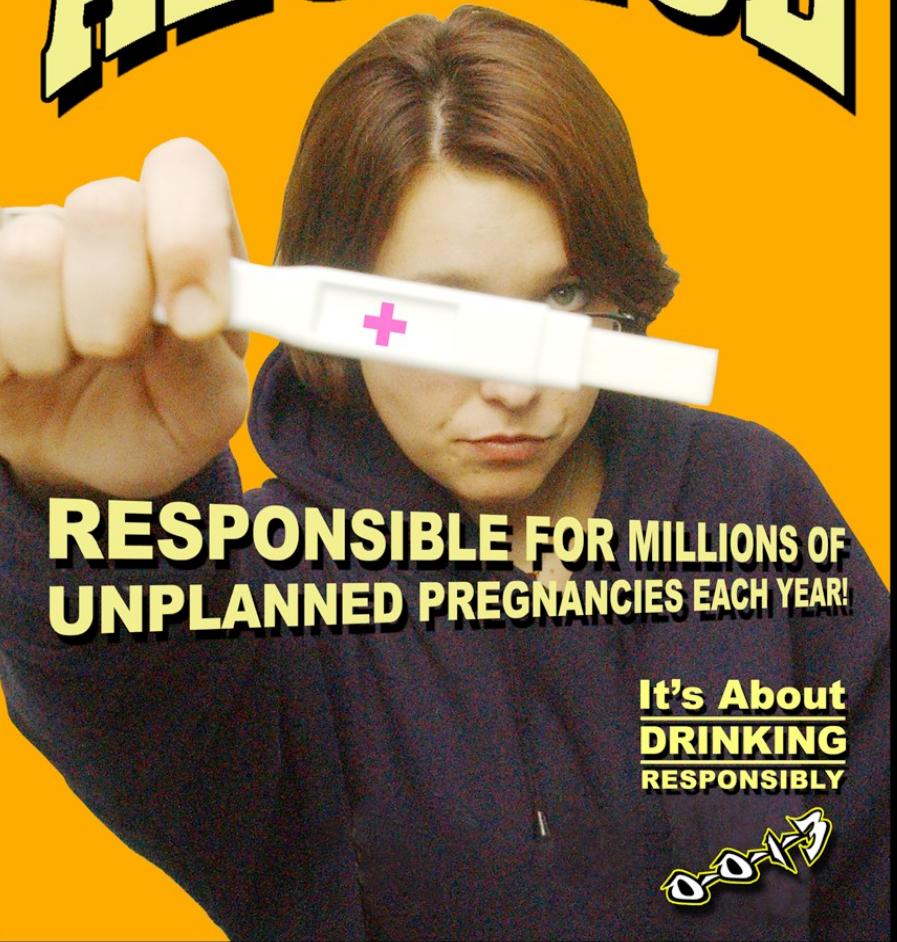
BAD  
CALL  
0-0-13



getting car out of  
IMPOUND: \$187  
  
increase in annual insurance  
PREMIUMS: \$4000  
  
court costs of  
PLEADING GUILTY: \$1296  
  
NOT USING YOUR  
DESIGNATED  
DRIVER:  
  
BAD CALL



# ALCOHOL



**RESPONSIBLE FOR MILLIONS OF  
UNPLANNED PREGNANCIES EACH YEAR!**

**It's About  
DRINKING  
RESPONSIBLY**

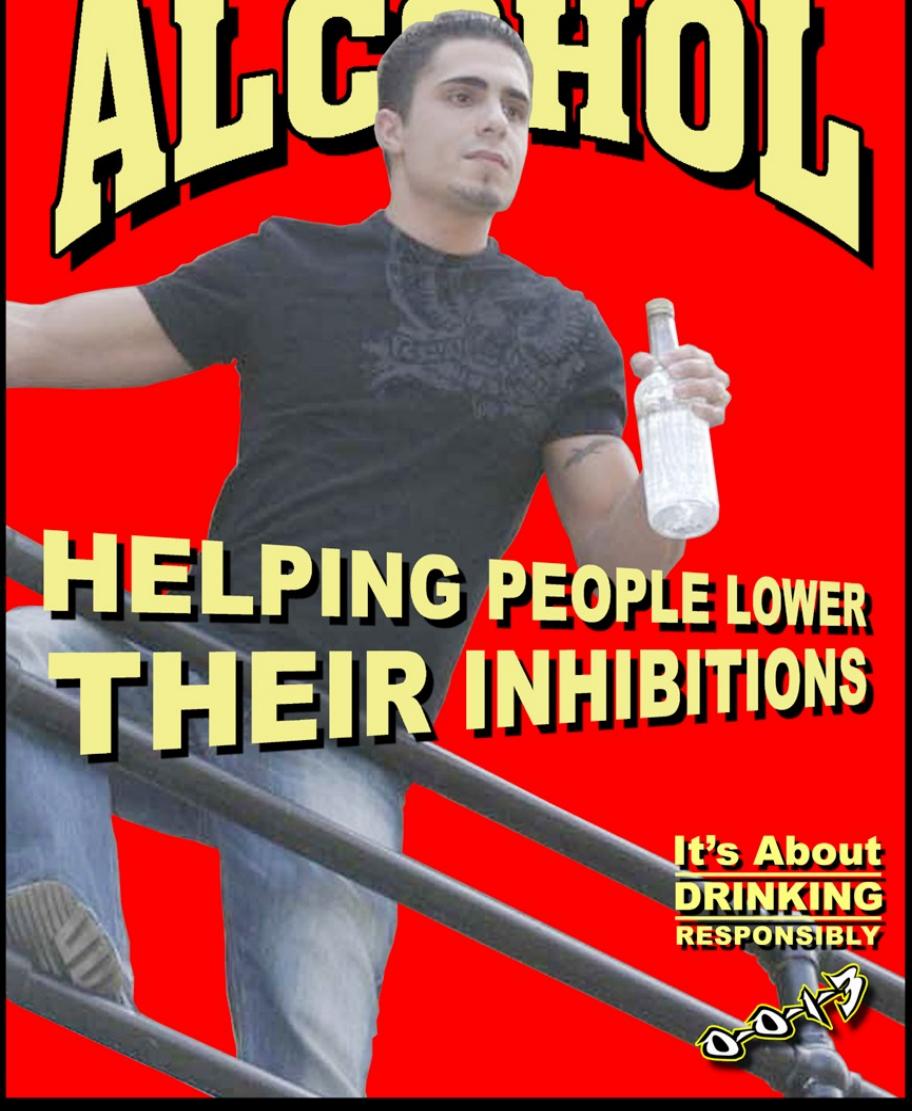
# ALCOHOL

**HELPING PEOPLE EMBARRASS THEMSELVES  
AT OFFICE PARTIES**

**It's About  
DRINKING  
RESPONSIBLY**



# ALCOHOL



## HELPING PEOPLE LOWER THEIR INHIBITIONS

It's About  
**DRINKING**  
RESPONSIBLY

DODGY

# ALCOHOL



## HELPING PEOPLE SEE THEIR DINNER **ONE LAST TIME**

It's About  
**DRINKING**  
RESPONSIBLY

DODGY





# Possible Alternatives

- **Anonymous Arrive Alive Taxi**
- **Dorm Escape (Chapel run)**
- **Make a Difference (MAD) Crew**
  - **Private chartered organization**
  - **For airmen, by airmen, events on / off base**
- **SVS activities after 2100**
- **What do you want?**



# Alternative Activities

- Completed
  - Hip-Hop Hoops / Aquatics
  - 24 / 7 B-ball
  - Club dances
  - Late Friday / Saturday movies
  - Outdoor paintball
  - Outdoor Recreation Programmer
- In Work
  - In-door paintball
  - Laser Tag
  - Climbing wall
  - Boxing / Wrestling clubs
  - Batting cages
- Brainstorm new ideas!
  - This is your program



# What We Are Doing at the Community Level

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- Wing CC letter to area alcohol retailers
  - Cheyenne, Laramie, Ft Collins and Greeley
- Armed Forces Disciplinary Control Board
  - Notified 4 establishments of unlawful actions jeopardizing safety of base personnel
  - Responses corrected management deficiencies
- Partner for consistent beverage service

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# Resources

■ ADAPT

